**Brett Albert**

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**Education**

**University of Massachusetts Amherst** Amherst, MA

*Isenberg School of Management May 2017*

*Mark H. McCormack Department of Sport Management*

Master of Business Administration (MBA)

Master of Science in Sport Management (MS)

**Pennsylvania State University** University Park, PA

*Smeal College of Business May 2012*

Bachelor of Science in Management (BS)

Minor: Engineering Entrepreneurship

**Experience**

**University of Massachusetts Amherst** Amherst, MA

*Senior Lecturer September 2022-Present*

*Lecturer September 2017-August 2022*

*Graduate Assistant September 2015-July 2017*

* Design and teach courses in the McCormack Department of Sport Management
  + Focus on Sport Marketing Research, Sport Marketing, Sport Economics, and Sport Finance
* Draw on industry experience to design new Sport Marketing Research undergraduate course
* Research and write sport case studies to help launch the McCormack Center for Sport Research
* Integrate class projects with industry partners to create comprehensive learning experiences
  + Experiential learning projects conducted with UMass Athletics, OOFOS, and Paciolan
* Distinguished Teaching Award finalist in 2018, 2020, and 2022
* Continued SRTI evaluation scores above the campus, college, and department averages

**Turnkey Sports & Entertainment** Haddonfield, NJ

*Freelance Researcher October 2016-March 2017*

*Research Intern May 2016-August 2016*

* Performed market research to uncover key insights for sport clients ranging from the NFL to marathons
* Utilized SPSS and Excel to carry out statistical analyses for clients and colleagues
* Designed and implemented surveys to accurately assess fan sentiment and customer engagement
* Walked clients through final deliverables to help explain results and methodologies

**Regional Economic Models, Inc.** Amherst, MA

*Junior Associate Economist July 2013-November 2014*

*Assistant Economist June 2012-June 2013*

* Performed economic modeling simulations and technical writing for consulting projects totaling more than $500,000 in company revenue
* Led over 100 webinars and lectures discussing public policy and economic modeling techniques
* Wrote winning proposals to answer RFPs
* Led launch of eREMI database to aid regional governments in economic forecasting decisions
* Generated over $100,000 in database sales over first year of launch

**Consulting Papers and Case Studies**

* *Public Subsidization of Abandonment: A Case on Taxpayers Funding Team Movement*
* *A Rebirth of Rivals to the NFL Monopoly*
* *Hot Stove Contracts: Incorporating Time Value of Money into MLB Free Agent Analysis*
* *A Comprehensive Approach to Valuing the University of Massachusetts Football Program*
* *The Economic Impact of the Eastern States Exposition*
* *The Economic Impact of Downtown Miami*